

VZCZCXRO3900
RR RUEHMR
DE RUEHMR #0388/01 1861557
ZNR UUUUU ZZH
R 051557Z JUL 07
FM AMEMBASSY MASERU
TO RUEHC/SECSTATE WASHDC 3118
INFO RUEHMR/AMEMBASSY MASERU 3498

UNCLAS SECTION 01 OF 03 MASERU 000388

SIPDIS

SIPDIS

DEPARTMENT FOR ECA/PE/V/M: EILLEN CONNELLY

E.O. 12958: N/A
TAGS: [KPAO](#) [SCUL](#) [LT](#)
SUBJECT: LESOTHO VOLVIS APPLICATION: COMMUNICATIONS MINISTER
MOTHETJOA METSING

REF: Maseru 246

1. Embassy Maseru's Public Affairs Section respectfully submits the following request for a voluntary visitor program for Minister Mothetjoa Metsing, Lesotho's Minister of Communications, Science, and Technology. He is planning to travel to the U.S. in late August, and would appreciate a program which would help him better understand U.S. communication strategies and tools. Post feels that this program is an important component of our efforts to promote Lesotho's continued political stability (see reftel). Post would be happy to provide any additional information or documentation requested, and kindly thanks ECA for its efforts.

START FIXED-FORMAT TEXT (PLEASE DO NOT EDIT):

: The following data is in a fixed format which enables
: automated processing in Washington and should not be
: edited except by means of the Post-EVDB software.

EXPORT-SOURCE: POST-EVDB

VERSION: 3.0.7

POST-EMAIL: INFOMASERU@STATE.GOV

TRANSMITTING-POST: PAS Maseru

TRANSMITTING-POST-ID: 6119

EXPORT-TYPE: BIO DATA

START NOMINATION:

ECA-OFFICE: E/VGA

PROG-AGENCY-NAME:

POST-PROJ-ID: 36

ECA-PROJ-NO:

PROJ-NAME: Voluntary Visitor Program

START MEMO PROJ-DESC:

A ten-day program designed for Lesotho's Minister of Communications and Technology. The objective is to afford the Minister an opportunity to visit and explore the American government and commercial outreach and communications strategies. The Minister would like to meet key public affairs/communications officials at relevant USG departments and in the private sector.

The Minister will be accompanied by three officials of the Ministry of Communications. The Minister specifically requested to meet with Mr. Reno Harnish, Principal Deputy Assistant Secretary at the State Department's Bureau of Oceans,

SIPDIS

Environment and Scientific Affairs.

END MEMO PROJ-DESC:

PROJ-TYPE: Individual

PROG-TYPE: IV Grant Visitor

FY: 2007

DEPART-POST: 08/19/2007

SESSION-DATE: 08/20/2007

RETURN-POST: 09/01/2007

NO-OF-PART: 1

RANK-ORDER: 1

START MEMO POST-OBJ:

END MEMO POST-OBJ:
START MEMO POST-RCMD:

END MEMO POST-RCMD:
ECA-OFFICE-ID: 1035
PROG-AGENCY-ID:
PROJ-TYPE-ID: IND
PROG-TYPE-ID: 29
NOMINATING-POST-ID: 6119
FUNDING-CNTRY-ID: 6119
STATUS: N
ORIGINATOR: P
SUBJ-DISC: Communications & Information
START BIO:
PREFIX: Mr.
F-NAME: Mothetjoa
M-NAME:
L-NAME: Metsing
SUFFIX:
POSITION-CODE: 700
PRINCIPAL?: Yes
GENDER:
DOB: 02/02/1967
MAR-STAT: M
BIRTH-CITY: Mahobong
BIRTH-CNTRY: Lesotho
CITIZ-CNTRY: Lesotho
RES-CNTRY: Lesotho
START MEMO POSITION:
MInister Communications, Science and Technology
END MEMO POSITION:
START MEMO OTHER-POSITIONS:

END MEMO OTHER-POSITIONS:
START MEMO PREV-POSITIONS:
Deputy General Secretary - Lesotho Congress for Democracy Party
2002 -2003 -Assistant Minister- Ministry of Trade and Industry
2003-2006 - Assistant Minister of Justice, Human Rights and Law

MASERU 00000388 002 OF 003

and Constitutional Affairs.

END MEMO PREV-POSITIONS:
START MEMO US-TRAVEL:
None
END MEMO US-TRAVEL:
START MEMO OTHER-TRAVEL:
Switzerland
END MEMO OTHER-TRAVEL:
START MEMO EDUCATION:
Diploma in Business Studies
Graduate Diploma in Commercial Management
masters in Business Administration
END MEMO EDUCATION:
START MEMO MEMBERSHIPS:
None
END MEMO MEMBERSHIPS:
START MEMO PUBLICATIONS:
None
END MEMO PUBLICATIONS:
START MEMO SPEC-CONSID:

END MEMO SPEC-CONSID:
FIRST-LANG: Sotho/Sesutho
ENGL-READ: 4
ENGL-SPEAK: 4
ENGL-COMP: 4
START OTHER-LANGS:
OTHER-LANG: English
OTHER-LANG-ID: EN
READ: 3
SPEAK: 3
COMP: 3
END OTHER-LANGS:
START MEMO NOM-POST-OBJ:

END MEMO NOM-POST-OBJ:
START MEMO NOM-POST-RCMD:

END MEMO NOM-POST-RCMD:
START MEMO VIS-OBJ:

END MEMO VIS-OBJ:
START MEMO VIS-REC:

END MEMO VIS-REC:
NOMINATING-OFFICER: Christopher Smith
START MEMO NOMINATING-JUSTIFICATION:
Minister of Communications, Science, and Technology Mothetjoa Metsing requested a voluntary visitor program due to his perception of the Government of Lesotho's ineffectiveness at communicating with the populace (see reftel). During an April 20th meeting with Ambassador Perry, the Minister stated that, "We in the government are weak in the areas of responding and informing." Borrowing USG terminology, he remarked that great improvements were needed in the GOL's "public diplomacy." Minister Metsing noted that "without good messaging, the government is under siege." Given the current turbulent political environment in Lesotho, Embassy Maseru feels that the Minister's trip to the United States and his greater understanding of public communications strategies is of key importance to the future stability of the Mountain Kingdom.
END MEMO NOMINATING-JUSTIFICATION:

NOM-OFF:
SPEAKER?: No
NOTIFY-EMB: No
MEDIA?: No
HOME-STAY: No
HOME-HOSP?: No
E-I-TYPE:
NOMINEE-ID: 76
PERSON-ID: 80
BIRTH-CNTRY-ID: LT
CITIZ-CNTRY-ID: LT
RES-CNTRY-ID: LT
FIRST-LANG-ID: SR
E-I-TYPE-ID:
NOM-POST-ID: 6119
NOM-FUNDING-CNTRY-ID: 6119
NOM-STATUS: N
DS2019-ACTION: 1
DS2019-SUBJECT: 09.9999
SPONS-FUNDS: 0
SPONS-AGENCY1:
USGOVT-AGENCY1:
US-AGENCY-AMT1: 0
USGOVT-AGENCY2:
US-AGENCY-AMT2: 0
INTL-ORG1:
INTL-ORG-AMOUNT1: 0
INTL-ORG2:

MASERU 00000388 003 OF 003

INTL-ORG-AMOUNT2: 0
VIS-GOVT-AMT: 0
COMMISSION: 0
OTHER-AMOUNT: 0
VIS-AMOUNT: 0
VIS-CAT: 7
END BIO:
END NOMINATION:
END FIXED-FORMAT TEXT:
MURPHY